



PUBLIC PRIVATE DIALOGUE NEWSLETTER

EVENT CALENDAR

EU4BUSINESS Week
 Yerevan, Armenia
 22-26.02.2016

To register or get further information, please contact:
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ANNOUNCEMENTS

Call for Recruitment of Experts for the Public Private Dialogue Activity

East Invest 2 – Public Private Dialogue Activity has launched a call to recruit both **European Union** as well as **Eastern Partnership Experts**. Experts and Trainers interested in participating can get the documents from Christian Gessler, Key Expert on Policy - c.gessler@ueapme.com

EU4BUSINESS Week in Armenia 2016.

Yerevan prepares for the EU4 Business Week 2016 to host representatives for the European Union, OECD and project implementers. It was the idea of Ludovic Ciechanowski to bring them all together in one week to coordinate and present them.

One core element of the week will be the presentation of the SME Policy Index findings on Tuesday afternoon by the OECD team, Daniel Quadbeck, Francesco Alfronso and Meryem Torun. There will be a Round table to prepare Business Support Organizations for the OECD seminar and



another one to discuss their involvement in SME Policy Making. Another core event will be the three days training on Communication in Public Private Dialogue, Advocacy and Lobbying. This training is financed by the European Union (East Invest 2) organized by UEAPME and targets the management of Business Support Organizations. International experts like Ludger Fischer, a lifelong lobbyist in Brussels, Christian Gessler from Austria, and Anastasia Baklan and Dennis Bazilevych from Ukraine will participate will share their knowledge and expertise with the representatives of Armenian, Associations, Business Support Organizations, etc.

For more information contact:
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 Diana Sarumova - diana.sarumova@eba.am
 Yeva Zeynalyan - yzeynalyan@yahoo.com

People Behind Events at EU4BUSINESS Week.

Hakob Avagyan

Co-Founder, President of "SME Cooperation Association of Armenia"
Economist-Consultant of "EBRD" Business Support office Armenia
Since 2012 Hakob Avagyan has been working as an Economist-Consultant at the EBRD BSO. The main specter of his occupation is small business. He is a co-author of a number of legislative reforms, as well as the introduction of new tax regimes, which are aimed at improving the legislative environment for small businesses in Armenia. In particular, he initiated an alternative mode of tax regimes in Armenia: such as Turnover tax regime in 2012; Family-entrepreneurship tax exemption regime in 2014.

In 2014 he initiated the establishment of an "SME Cooperation Association" NGO and was elected as the first President of the Council for 3 years. The Association is created to support already operating or newly created small and medium enterprises in Armenia, improve their business environment and protect their interests. At present it has more than 500 members, representatives of small and medium businesses, and the Association undertook to deal with the problems concerning to its members, ensuring a dialogue between Public-Private sector.

He is interested in implementation of precise mechanism of business advocacy in Armenia (business ombudsman, Tax ombudsman), in incubation of start-up businesses and other innovative mechanisms in order to support small and medium enterprises. He also has Master's degree and thesis dedicated to "Alternative tax regimes". He is the Founder of "Benefit" consulting group in Yerevan, Armenia (founded in 2008), which provides accounting services, tax consulting, delivery service, marketing and advertising services.

Contact: Hakob Avagyan under hakob.avagyan@sme.am and www.sme.am



Diana Sarumova

Diana Sarumova is since January 2016 Executive Director of the European Business Association (EBA) that was established by Armenian British Business Chamber, Armenian Italian Association for Trade and the Armenian French Business Club Foundation in October 2015. The Association has recently started its activity and has already five members three of them are the mentioned above three Associations, German Business Association and the Greek private company «Intracom».



Before joining the EBA Diana Sarumova has worked as a head of Development Initiatives NGO. Besides she worked as a senior expert at USAID several projects, particularly Financial Sector Deepening project, Enterprises Development/Market Competitiveness project and Finance for Economic Development project.

She has also working experience in Private banking sector; she worked as a product development manager at Conversebank and as a loan specialist at Cascade Credit Universal Credit Organization.

She has started her working experience in Russia's largest factoring company UralsibNikoil. Then she moved to Armenia and worked here at leading Financial Institutions and International Organizations.

She developed and implemented new financial products for partner financial institutions in Armenia as well as conducted series of training for the partner banks employees and SME senior managers. She was

also involved in the legislative changes regarding leasing and movable collateral registry establishment in Armenia.

Diana Sarumova has a Masters Degree in Business Administration for the Presidential Academy of Russian Federation High School of Corporate Governance.

She studied Finance and SME lending at the Indian University of Banking Management.

She has also Masters in Economics for the Russian-Armenian State University.

She speaks Armenian, Russian and English; she knows basics of Spanish.

Contact: Diana Sarumova - diana.sarumova@eba.am

Christian Gessl

Christian Gessl is since 2015 Key Export on Policy in the EU Project East Invest 2, Public Private Dialogue Activity and as such working for UEAPME (www.ueapme.com) the European Union of SME Organisations. He has his own consulting in Austria. He is a specialist on Internationalisation of economies and companies with a strong focus on SMEs and in Public Private Dialogue and Advocacy.

From 1989 until 2015 he was working in the Foreign Trade Department (www.advantageaustria.org) of the Austrian Federal Economic Chamber (AFEC – Wirtschaftskammer Österreich). During his career he was posted in Seoul (South Korea), Moscow (Russian Federation and CIS), Brussels (Belgium and Luxembourg), Kiev (Ukraine) and Barcelona (Spain). In these countries he supported Austrian companies with their entry into these markets, giving individual consultancy, organizing trade missions and business meetings. Between 2010 and 2015 he was Director of Central & Eastern Europe and the Baltics organizing Trade Missions to Austria from the CEE countries and to the CEE countries from Austria all including b2V meetings. The largest events were the LACmeetsCEE (Conference and Matchmaking bringing together Latin America and CEE), Incoming Mission to Schladming (Ski World Cup) and the Danube Region Business from 2014 bringing together Businesses for all over CEE/SEE (Central & Eastern Europe/South Eastern Europe).

He started his career in 1984 with the Association “UNIPRAX” training students and company staff in computer skills, bookkeeping and business administration and in 1985 as General Manager of Nova Computer & Management GmbH.

Christian Gessl has a Degree in Business Administration for the University of Innsbruck. He speaks German, English, Russian, French, and Spanish.

Contact: Christian Gessl - c.gessl@ueapme.com



UEAPME- The Voice of SMEs in Europe.

The European Association of Craft, Small and Medium-Sized Enterprises or UEAPME (Union Européenne de l'Artisanat et des Petites et Moyennes Entreprises) is an umbrella group for associations of SMEs based in Brussels, Belgium. It is a recognised European Social Partner and acts on behalf of crafts and SMEs in the European Social Dialogue and in discussions with the EU institutions. UEAPME is a non-profit seeking and non-partisan organisation.



Founded in 1980, UEAPME incorporates more than 80 member organizations across the whole Europe and represents over 12 million enterprises with about 55 million employees. The main objectives of UEAPME, as the voice of crafts, trades and SMEs, are, inter alia, to monitor the EU policy and legislative process; to keep its members informed on all matters of the European Union policy of relevance to crafts, trades and SMEs; to represent and promote the interests, needs and opinions of its member organisations in regard to the EU institutions and other international organizations, etc.

To learn more about UEAPME, its objectives and strategy, current and past projects, please, visit <http://ueapme.com/>.



Women Entrepreneurs in The Spotlight.

On February 11, 2016 Economic Policy Advocacy Coalition (EPAC) organized an awareness raising campaign on Competition Law for women entrepreneurs in Tbilisi, Georgia. Mariam Kuchuloria, Executive Director of the Center for Competition, delivered a presentation for “Women for Tomorrow’s” member businesses owners. The primary topics discussed were: the essence of competition and its importance; anti-competitive agreements, cartel; abuse of dominance, monopoly; risks and recommendations. The informational session was attended by 12 women entrepreneurs. Contact: Maya Eristavi - meristavi@g4g.ge



Small Business Standards: SME Friendly Standards.

Small Business Standards (SBS) is a European non-profit association established with the support of the European Commission to represent European SMEs in the standard making process at European and international levels. The SBS goal is to represent and defend SME interests in the standardisation process at European and international level. Moreover, it aims at raising SME awareness about the benefits of standards and at encouraging them to get involved in the standardisation process. SBS was created to meet the European Union’s aspiration to make the standardisation system as inclusive, transparent and open as possible. Standardisation is an important instrument for the European internal market policy. It is a way to strengthen innovation in promoting competitiveness. In this context, SMEs have an important role to play since they represent 99% of the European companies. The application of standards ensures SMEs decisive advantages such as: enlarging the potential market for products, facilitating product compliance, lowering transaction costs, achieving economies of scale, reducing external effects like environmental impact, improving compatibility and interoperability and simplifying product development, improving management systems and more. To learn more about Small Business Standards and how you could gain with its help, please, visit URL: <http://sbs-sme.eu/sme-involvement/standards-and-smes>



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